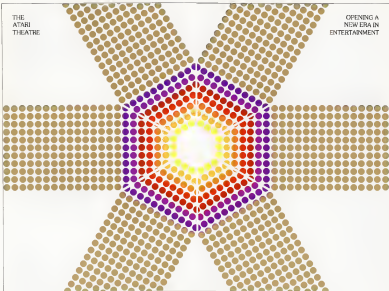


THE  
ATARI  
THEATRE

OPENING A  
NEW ERA IN  
ENTERTAINMENT



### **A totally different experience.**

The Atari Theatre is a new entertainment concept that combines extra sophistication and excitement with high profits for fire stores, restaurants or any elegant high traffic location.

Not to be compared with penny arcades or traditional amusement products, the Atari Theatre environment uniquely appeals to high quality clientele.

Each Theatre provides a complete entertainment package. Video skill games are fully built-in and integrated into the playing environment—not rolled in and pushed against the wall like vending machines.

The Atari Theatre Kiosk has opened the door to a brand new

market. The family. Now parents and children can get together in pleasant surroundings and try their skill in mutual fun and excitement. The Kiosk provides a wide variety of highly advanced games to challenge the competitive spirit in everyone. A place where children can entertain themselves in a wholesome environment while Mother shops and Dad pays the restaurant or hotel bill.

The Atari Theatre Kiosk is a totally new experience because finally an amusement device has been designed to fit into rich sophisticated locations. And while it's there, blending into the image of the location, it's also there earning great profits for everyone involved.



Included pre-shaped, coin-operated video skill  
games integrated into an attractive, elegant "Rock"

# THE ATARI THEATRE

## ADAPTABILITY

**The Atari Theatre is custom designed to the specifications of the individual location.**



The Atari Theatre smoothly blends into the rich sophisticated image of fine hotels, restaurants, stores, etc. because its decor is designed to the specific color scheme, including the logo, of the individual location it's going into.

So, rather than fight each other, The Atari Theatre enhances the location and further identifies the overall image of its surroundings. The end result is a perfect blend between a rich looking entertainment center and the image of the location.

### **Adapts to any space requirement**

The Atari Theatre Kiosk is made up of a number of pie-shaped pieces, and within each piece is a different video game. That means the Kiosk can be put together with two games that fit snugly into a corner. Or three games that fit against the wall. Or five or even six games that can stand freely in the middle of a room, lobby or floor space.

### **The upper portion is also custom designed.**

The upper portion of the Kiosk is available in different sizes and shapes. Or the Kiosk base of video games is available without any top configuration.



The tops provide a unique and interesting space for advertising. It provides clientele with information on special sales or events, or new items, or special hotel packages, or lounge entertainment, or whatever the needs of the specific location. It can be designed with back lighting, front lighting, rear screen projection, or with no lighting at all.



## INTERCHANGEABILITY

**Interchangeability of games without loss of time or money.**

A great advantage of the Atari Theatre is that once it's designed and placed in a location, it does not have to be moved or exchanged when it is time to replace video games.

When it becomes clear that Atari has invented a new game (Atari is inventing new ones all the time) that is more profitable than the one presently on location in the Kiosk, all

that has to be done is open the control panel (see picture) and replace it with the new video game kit.

That means only the latest, top, money making games are in the Kiosk at all times. It also means that the Kiosk stays where it's put. And the upper portion stays put. Only the



control panel is disturbed, and the whole process of replacing the old game with the new game takes only minutes.

## The Games.

Atari is the company that revolutionized coin-operated games by harnessing digital computers and video technology into the amusement field. PONG was Atari's first game and became the impetus for a company that, in just four years has become the leading game manufacturer in the world.

The Atari games that appear in the Atari Theatre Kiosk are the most innovative and highly reliable in the world.

These Atari video games are now enjoyed by millions of people worldwide. The games are designed to intrigue all ages and they've proven profitable wherever they've been prominently displayed. Some games now available for the Kiosk are: Space Race™, Tank 20™, Tank™, Quiz Show™, Jetfighter™, Stuntcycle™ and Pong Doubles™.





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